



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS
(YR IV SEM I)**

UNIT CODE:

UNIT TITLE: INDUSTRIAL MARKETING

DATE: MONDAY 19TH DECEMBER, 2022

TIME: 9:00 AM – 11:00 AM

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INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions**

QUESTION ONE

- (a) A consultant was employed by Kenya Industrial Research Development Institute to mentor students undertaking research in the institute. As the consultant in the Institute explain to the students the difference between consumer and industrial marketing giving relevant examples. (8 marks)
- (b) As an actor in the supply chain of industrial goods and services discuss the economic importance of industrial marketing in the Kenyan context citing relevant examples (7 marks)
- (c) As a marketing change agent you are mandated to capacity build Micro, Small and Medium Enterprises (MSMEs) on industrial marketing. During one of the capacity building sessions describe in details the factors that influence industrial buying behaviour (10 marks)
- (d) In your capacity as an industry Chief Executive Officer (CEO) of a certain industry, how would you define the concept of industrial marketing to a group of interns with the consideration of different industries in Kenya (5 marks)

QUESTION TWO

- (a) Students from Cooperative University of Kenya during their practical sessions are supposed to visit certain industries to learn practically on the aspects of industrial markets. Briefly describe to the students the three major characteristics of Industrial markets giving relevant examples. (9 marks)
- (b) During attachment on industrial marketing students are supposed to clearly categorize different industrial market customers. Discuss the various Industrial customers giving relevant examples (6 marks)
- (c) As an industrial marketing mentor, explain to your mentees the political legal factors that influence the decisions and business of industrial firms in Kenya. (5 marks)

QUESTION THREE

Cooperative University of Kenya is holding a sensitization workshop for its marketing personnel. As an industrial marketing consultant hired for the activity, explain to the participants the following issues regarding industrial marketing:

- i. The recent developments in the industrial marketing environment that are affecting the strategic decisions of industrial firms (8 marks)
- ii. The importance of market segmentation marketing firms. (12 marks)
- iii. The importance of product positioning. (6 Marks)

QUESTION FOUR

Being an industrial marketing consultant and expert hired by an emerging industry you are:

- (a) Given the responsibility of making pricing decisions for the emerging industrial marketing firm. Discuss the factors influencing pricing of the firm. (12 marks)
- (b) Discuss in detail the role of advertising in industrial marketing. (8 marks)

QUESTION FIVE

As an industrial marketer with several years of experience in an industry in industrial area of Nairobi;

- (a) Discuss in detail how industrial buying behaviour is different from consumer buying behaviour (6 marks)
- (b) Explain the need for channel distribution in industrial marketing (8 marks)
- (c) Explain the following terms as used in industrial marketing:
 - i. Reseller markets (2 marks)
 - ii. Government market (2 marks)
 - iv. Business market (2 marks)